

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran

DATE: February 11, 1992

FROM: Alejandro Lopez

SUBJECT: **Parliament Menthol In Depth Research**

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct Parliament Menthol In Depth Research.

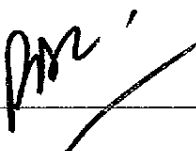
Budget:

The cost of conducting this research is \$25,000 \pm 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez



David Beran



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